

Special Year-End Message from HTJ Tokyo

Time flew by. It's been a year since we at HTJ took our first step in promoting Hawaii. On behalf of everybody at HTJ, I'd like to thank you for keeping your faith in us. We also sincerely appreciate all the suggestions and advices so many of you have given us. Thank you very much for your valuable input.

In 2004, we have often been told that the volume of information concerning Hawaii has definitely increased in Japan. And the quality of information that was communicated had improved, breaking away from that of the stereotype Hawaii image of sun and surf. Thanks to your support, the number of Japanese arrivals which had been declining has started to rise for the first time in seven years, and nearly 1.5 million Japanese visitors came to Hawaii.

In the year 2005, HTJ will introduce a new tagline "Discover Aloha" and continue to communicate the attractions of Hawaii still unknown to the travel trade, media and general consumers, delving deeper into what makes Hawaii one of the most desired destinations in the world. On January 11, HTJ will be holding a press conference to introduce our 2005 marketing strategy. Please look for a separate announcement for details.

We look forward to working even more closely with you in 2005.

Takashi Ichikura
 Executive Director

Japan Market Makes Recovery

The final count for this year's Japanese arrivals is yet to come, but the market is definitely showing signs of recovery. It is for the first time since 1997 that the Japanese arrival number has turned to an upward trend.

Taking into account that the Japan market is still challenged by the limited airlift and shortage of hotel rooms due to the strong westbound market, we believe this is a considerable feat, and we are happy to end the year 2004 on this positive note.

Continental Airlines Inaugural Flight

On December 21, HTJ helped Continental Airlines celebrate its inauguration of a new daily service between Nagoya and Honolulu. The inaugural flight carried 154* passengers on board.

For the celebration, HTJ arranged authentic hula and Hawaiian music to be performed at the Nagoya airport. At the reception the following evening, HTJ again provided hula and Hawaiian music to some 100 attending guests as well as door prizes which included a ukulele and autographed Jake Shimabukuro's CD's

* Source: Chunichi Newspaper



View World Spring Campaign Presentation

HTJ made a presentation to 85 attendants from the View World offices, who are the wholesalers affiliated with Japan Railways, in the greater Tokyo area on December 14. HTJ explained how we supported the travel trade and also talked about the attractions of Hawaii that are still unknown to the Japanese public, which they will be able to incorporate in their sales talk.



Iwate-Honolulu Chartered Flight (Feb. 22, 2005)

JTB Morioka Office organized a tour to fly their customers on the very first special charter flight between Iwate and Honolulu on February 22, 2005. The charter flight is filled to capacity and the second special charter flight is now scheduled for February 27. On December 21, HTJ made a presentation to the tour participants of Hawaii as an attractive destination far beyond their imagination.

From the HTJ Tokyo Newsletters

Mainichi Freshers Graduation Trip Special (Vol. 24, 06/12/04)

Mainichi Freshers (<http://freshers.mycom.co.jp/travel>) is a website designed to support those who are starting a job fresh out of college, published by Mainichi Communications. In their graduation trip special entitled "6 islands, 6 surprises. Do You Know the Real Hawaii?", HTJ will be introducing some surprising aspects of Hawaii. HTJ will also be providing maps, mouse pads and other items as prizes to those who answer the questionnaire.

TBS "Discover the Wonders of the World!" Quiz Show Features Hawaii (Vol. 25, 09/12/04)

On December 11, TBS, one of the major national TV networks, broadcast a quiz show featuring the culture and history of Hawaii and its attractions still unknown to the Japanese public. The program is titled "Discover the Wonders of the World" and while it takes the style of a quiz show, its contents are educational and informative. Judging that this would be a good opportunity to introduce Hawaii in its true light, HTJ helped coordinate the contents of this quiz show. <http://www.tbs.co.jp/f-hakken/>

Postscript: The audience rating of this program was 10.4% (approximately 5,178,046 households) on the national network.



Hawai'i Tourism Japan Honolulu Newsletter

Vol.10 December 28, 2004

Hawaii Tourism Japan Hawaii Seminars and Workshops 2005 (Vol. 26, 15/12/04)

HTJ will be holding seminars & workshops in Tokyo, Osaka and Nagoya on January 24, 26 and 28, in 2005. This will be an opportunity for HTJ to introduce its marketing strategy for 2005 as well as for HTA to talk about the most current market situations in Hawaii. Fourteen organizations and companies, including OVB and BIVB will be participating in the workshop. Entertainment of authentic hula and Hawaiian music will be provided along with refreshments and door prizes.

For details, please visit: <http://www.gohawaii.jp/seminar2005>

HTJ Website Hot News Section

Do you have "hot" news you wish to share with your Japanese audience? Hotel renovations, new services, new events..., as long as the information is suitable for our website, we are happy to post it for you.

Please send in your information to y.ozaki@htjapan.jp.

Thank you for reading the Honolulu Newsletter. Should you have any comments or suggestions, please feel free to contact Kiyoko Tanji at k.tanji@htjapan.jp.

**All of us at Hawaii Tourism Japan
wish you
a very Happy and Prosperous New Year!**